



404 PARK AVENUE SOUTH, NEW YORK, N.Y. 10016 LE 2-8284

FRONT PROJECTION BACKGROUND SYSTEM

QUESTIONS & ANSWERS

The FRONT PROJECTION Background System is a relatively simple process. Its principle has been available and understood for many years. But practical application of these principles had to wait for recent developments in optics and reflective materials.

In essence, the FRONT PROJECTION Background System is a combination camera/projector using a newly developed combination tungsten-strobe light source and a new type of reflective surface called the RETRO-REFLEX Screen.

The projector section of the system throws the image of the background transparency onto a 45 degree beam splitter which reflects the image to the screen. The camera segment photographs this image through the beam splitter and photographs the actual subject placed in front of the screen as well.

The resulting photograph is an instant composite where the subject becomes an integral part of the background scene.

The FRONT PROJECTION Background System works as well in color as it does in black and white. And it can be used to create effects impossible to obtain with any other system.

Why the Background Doesn't Appear on the Subject as well as the Screen

The first question that comes to mind about this remarkable system is, "Why doesn't the projected background appear on the subject?" Actually, it does! But the amazing RETRO-REFLEX Screen is 900 times more directional and reflective than the whitest white. And since the camera exposure is determined by the screen brightness, any image on the subject is far below the exposure possibility of the film.

Why the Shadow Thrown by the Subject Doesn't Appear in the Composite Photograph

Due to the extreme precision and rigidity of FRONT PROJECTION equipment the relationship between the projection lens axis and the taking lens axis is perfectly maintained.

These axes must be identical so that the shadow cast by the subject in front of the screen is also masked by the subject as the composite picture is photographed.

Unique Interchangeable Condenser Systems For 2 1/4 and 35mm Slides

Standard projection optics do not provide the wide angle coverage and even illumination required by Front Projection photographers. So unique condenser systems were designed that give corner to corner screen brightness and unparalleled efficiency.

These remarkable four element systems interchange instantly for either 35mm or 2 1/4 projection.

Combination Strobe & Tungsten Light Source

The FRONT PROJECTION Background System contains a unique patent pending combination Strobe & Tungsten light source.

This permits viewing the background up to the instant of exposure.

"Front Projection didn't build our business..."

IT DOUBLED IT!"

*Bob Jr., Bob and Clem Ida
Ida Art Studios, Brooklyn, NY*



"We just couldn't resist the compulsion to let you know how delightfully surprised and pleased we are with the Front Projection Background System.

We reduced the time it takes to shoot our subjects to about fifteen minutes. During this time, we are able to take twelve different pictures with at least ten different backgrounds.

But most important — and here's where Front Projection really paid off — eight out of ten potential customers who walk into our studio are now buying our pictures, whereas previously, without Front Projection equipment, we only sold four out of ten customers.

And in addition to doubling the number of customers, we also doubled the number of reorders once they saw how beautifully the pictures came out—the backgrounds even show through the lace mantillas and veils.

The way business has boomed since we bought Front Projection equipment, we were able to pay off the entire cost of the equipment in about two months."

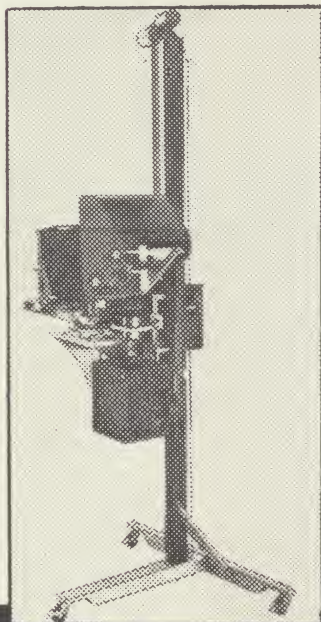
To see what Front Projection can do for your business, write today for complete details!

A Sherman Fairchild Enterprise



**FRONT
PROJECTION
CORPORATION**

404 Park Avenue South, New York, N.Y. 10016 • (212) LE 2-8284



ROSS ROY INC.

ADVERTISING

2751 EAST JEFFERSON AVENUE
DETROIT, MICHIGAN 48207
TELEPHONE 567-4000

January 7, 1966

Mr. Vincent Marotti
Marketing Manager
Front Projection Corp.
404 Park Avenue South
New York, N. Y. 10016

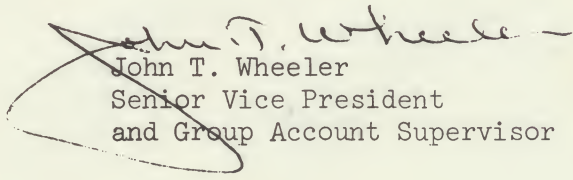
Dear Mr. Marotti:

I thought you might be interested in knowing how completely delighted we are with the results we obtained from using your Front Projection Background System in the preparation of the catalogue for Chrysler Outboard Corporation's great new line of 1966 outboard motors.

Here's how it helped us. In three days time, we shot nine different motors in nine different "locations" at a photographer's studio right here in Detroit. To have actually shot these situations on location from coast to coast would have taken from three weeks to a month... weather permitting... and, as you can imagine, a great deal of money. While cost is always an important factor, time was even more important in our case and we were easily able to meet our deadline through use of Front Projection.

Obviously, when you meet your deadlines in such good order and do it with a minimum of expense, you're making a friend of the client. When the catalogue turns out to be a beauty, they are doubly happy. Such is the case with our good friend and client the Chrysler Outboard Corporation.

Sincerely yours,


John T. Wheeler
Senior Vice President
and Group Account Supervisor

/rd

DETROIT NEW YORK WINDSOR

Perry Studios

ILLUSTRATIVE PHOTOGRAPHERS

820 HARTFORD ROAD

WATERFORD, CONNECTICUT 06385

AREA CODE 203 442-3383

May 18, 1966

Mr. Sherman Fairchild
Front Projection Corporation
404 Park Avenue South
New York, N. Y. 10016

Dear Mr. Fairchild:

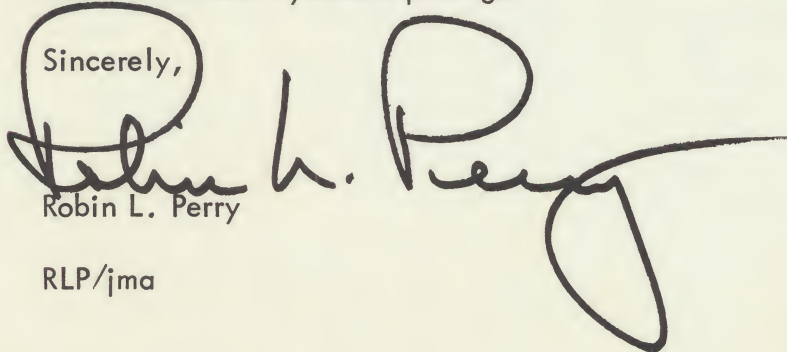
I am writing you to tell you how pleased I am with my Front Projection Model M-2. For 2 or 3 years I had seen this item demonstrated at various conventions and trade shows across the country. Each time I attended a demonstration I was interested but I simply couldn't see the full application. However, through the persuasiveness of Mr. Vincent Marotti and Mr. George Margolin, I finally purchased the Front Projection M-2.

It arrived last week, and I was delighted to see how easy it was to set up and operate right from the beginning. I had heard about all sorts of problems. Most of these seemed to be "old wives tales" and vanished after a couple of hours of testing. Within 1 day after receiving our complete unit we were able to offer our service to our clients.

One of the things that surprised me most was the enthusiastic response from our commercial and even our portrait clients. The Front Projection system has added a great deal of quality to some rather drab and dull product shots. It has enabled me to charge more for my work, give my customers a better photograph, get new accounts, and place me in a better competitive position with other photographers. I fully expect to amortize the cost of this machine and its background screen in less than 6 months. That is more than I can say for a lot of other photographic equipment that I have purchased over the years.

It is a beautiful machine; it performs well, it does what it is supposed to do, and it enhances my studio prestige.

Sincerely,



Robin L. Perry

RLP/jma

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Royal Photographic Society of Great Britain
American Society of Magazine Photographers

Represented by:
Design Photographers International, Inc.